

## **Hawai'i Disaster Preparedness Pilot Campaign Fact Sheet**

### **Background**

Counties and their emergency management programs work together every day and across the state to plan and prepare for natural and human-caused events, including terrorism. As part of that regular effort, the City and County of Honolulu is administering a project funded by the Federal Emergency Management Agency (FEMA). The Regional Catastrophic Preparedness Grant Program (RCPGP) in Hawai'i is used to fund projects of regional importance during disasters. One of its primary goals is to help Hawai'i residents, businesses and visitors to prepare for catastrophic disasters before they occur.

This particular RCPGP project involves: 1) assessing the current state of public disaster preparedness in Hawai'i using scientific market research; 2) using this data to design a pilot public education campaign to raise awareness about emergencies and disasters; 3) testing the messages and methods of communication using a pilot campaign; and 4) determining the best methods of outreach and using this information to create a model campaign for the state.

A month-long pilot campaign begins on O'ahu on Wednesday, May 2, 2012.

### **Market Research**

Market research for the project involved a statewide phone survey conducted by Ward Research Inc., to measure knowledge and awareness about disaster issues, plans, and preparedness. A summary of this disaster preparedness survey conducted by Ward Research is available at [www.GetReadyHawaii.org](http://www.GetReadyHawaii.org).

### **Pilot Campaign Strategy**

Social marketing or affecting a change in human behavior toward disaster preparedness is one of several long-term intents of the region. This project and the pilot campaign is an important building block in that effort. The result of recent social marketing campaigns in Hawai'i suggest that people do not want to be told something is the "right" thing to do. They simply want to be told how to do it. A high percentage of Hawai'i residents (91%) say they are ready to prepare. To affect this outcome, good information about preparedness must be accessible and easy to act upon.

This pilot campaign tests messages to identify the best ways to achieve disaster preparedness. Intuition suggests and research confirms that personal responsibility and empowerment are fundamental to becoming more prepared, so various elements of the campaign resonate on these points.

## **[www.GetReadyHI.org](http://www.GetReadyHI.org)**

Assets for this campaign carry messages that are accessible, clear and easy to follow. Several calls to action are provided: Make a Plan. Build a Kit. Visit [GetReadyHI.org](http://www.GetReadyHI.org) (the latter as a means of preparing and staying informed).

The pilot campaign has a modest, multi-media advertising budget, but many participating media outlets have provided significant in-kind placement for the campaign. Local media partners are helping to spread the word about planning for disasters, especially those with meteorologists and weather-focused news teams. Retail partners are also providing significant help to spread the message with in-store promotions and displays of campaign materials.

Much of the messaging is designed to drive residents to the campaign website, [www.GetReadyHI.org](http://www.GetReadyHI.org), where an abundance of information is available to help them prepare and to become vital drivers of disaster preparedness in their respective communities.